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Children's Hospital

at Chedoke-McMaster



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Children's Hospital

at Chedoke-McMaster

Box 2000, Station 'A', Hamilton, Ontario L8N 3Z5 (416) 521-2100

S P E C I A L E V E N T

F U N D R A I S I N G

* Guidelines

* Suggestions

* Application

Chedoke-McMaster Hospitals

Affiliated with the
Faculty of Health Sciences, McMaster University

Children's Hospital

at Chedoke-McMaster

(416) 521-2100

Head of Pediatrics Dr. P.B. Dent 5605
 Department Administration ... Ms. June Kertyzia ... 5629
 Hospital Administration ... Ms. Beth Manganelli ... 5407
 Nursing Administration Ms. Rita Soluk 6950

Neonatal Transport Team 521-5025

Trauma/Intensive Care call paging 521-5030

and ask for Senior Pediatric Resident on Call

McMASTER

Pediatric Emergency Referral Clinic (PERC) (1700-2200h) 5055

Suspect Child Abuse and Neglect Services.(SCAN) 5622

Ambulatory Clinic Appointments 5011

Admitting - In-patient Bookings 5100

CHEDOKE

Child and Family Developmental and Psychiatric Intake 7950

Exercise and Nutrition Centre 7615

Cleft Lip and Palate Program 7210

Dental Clinic for Disabled Children 4197

ADOLESCENT HEALTH

Dr. L. Grant 6253

ALLERGY/IMMUNOLOGY

Dr. P. Dent 5605

Dr. J. Dolovich 5644

Dr. W. Wilson 5617

APNEA

Dr. C. Malcolmson 5639

CARDIOLOGY

Dr. C. Way 5635

Dr. S. Turner-Gomes 5635

DEVELOPMENTAL PEDIATRICS

(Child and Family Centre)

Dr. D. Cadman 84-4087

Dr. W. Mahoney 7605

Dr. P. Newberry 7207

Dr. J. Richards 7211

Dr. P. Rosenbaum 7212

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Dr. A. MacMillan 5622

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Dr. C. Malcolmson 5639

Dr. W. Wilson 5617

Dr. R. Parker 6206

GENERAL SURGERY

Dr. G. Lau 529-5732

Dr. J. Langer 5231

Dr. A. Winthrop 5231

GENETICS

Dr. P. Chang 84-2278

Dr. D. Tomkins 84-2748

Dr. D. Whelan 84-2610

HEMATOLOGY/ONCOLOGY

Dr. M. Andrew 5627

Dr. R. Barr 5625

Dr. M. Pai 6617

HEMOPHILIA

Dr. M. Pai 5640

INTENSIVE CARE/TRAUMA

Dr. C. Malcolmson 5639

Dr. J. Venturelli 5630

NEONATOLOGY

Dr. M. Marrin 6648

Dr. B. Paes 521-6039

Dr. S. Saigal 6959

Dr. B. Schmidt 6985

Dr. J. Sinclair 5611

Dr. J. Watts 5607

Dr. R. Whyte 6648

NEPHROLOGY

Dr. B. Steele 5617

NEUROLOGY

Dr. S. Levin 6671

Dr. N. Morris 525-5262

NUTRITION

Dr. S. Atkinson 5644

Dr. R. Hanning 5626

NEUROSURGERY

Dr. R. Hollenberg 5235

ORTHOPEDICS

Dr. J. Mah 575-3600

Dr. R. Martin 5269

Dr. G. Viviani 5225

OPHTHALMOLOGY

Dr. P. Harvey 6662

PHARMACOLOGY

Dr. S. MacLeod 84-2956

REHABILITATION

Dr. K. Smith 7045

RHEUMATOLOGY

Dr. P. Dent 5605

UROLOGY

Dr. J. DeMaria 521-0051

THE CHILDREN'S HOSPITAL AT CHEDOKE-McMASTER

FUNDRAISING FOR THE SHORT STAY UNIT

The Children's Hospital at Chedoke-McMaster is delighted to be able to invite you to sponsor a special fundraising event to raise funds for our special Short Stay Unit.

The new and integrated Short Stay Unit is planned to be built adjacent to the redesigned Emergency Department. This Short Stay Unit will create a warm and comforting environment for children. Adjacent to Emergency means earlier treatment that will often make hospital admission to the hospital unnecessary. Most important, it will further develop the partnership between the patients, family and our nursing and medical professions.

We are most grateful to the many groups and individuals who fundraise on behalf of the Children's Hospital. While we are not able to provide volunteers to help arrange a special event, we do, however, have expertise which we'd be glad to share. Please give us a call if we can help with suggestions or provide promotional materials including our Telethon video.

The following guidelines may be helpful when planning an event:

1. FORM A PLANNING COMMITTEE:

The watchword in successful fundraising is planning.

The success of every special event is determined largely by the enthusiasm and dedication of the people who plan and organize it. The planning committee should have people with a good combination of skills and sufficient people to share the workload - but not so many that it becomes unable to function! (Remember that others can become involved after the initial planning of the event.)

2. BRAINSTORM IDEAS:

Give free reign to your imagination. Permit everyone a chance to participate from the start so that they feel very much a part of the event and have a stake in its success. **Be as creative as possible.**

3. SELECT AN EVENT:

Study events which have been successful in your community. What types have been most popular? If possible, talk to the organizers of those events. How much work was involved? What elements made the event successful? What would they suggest for a similar fundraiser?

The event chosen should complement the size, interests and talents of the group/committee. (E.g. A four-person committee would have difficulty organizing a formal dinner and auction for five hundred people.)

With the number of fundraising events increasing dramatically these days, why not try to "individualize" your event, organize a unique event, or create a totally new fundraiser?

4. **TIMING:**

Competing events sponsored by other organizations could hamper your success. Schedule your event for times at which the public will be most receptive. Avoid major holidays unless the event is directly related to that holiday. Be sure to allow plenty of lead time for organization. All too often a special event will not produce the expected results because of a lack of time to properly organize.

5. **PLAN A BUDGET:**

Identify all possible sources of income. Be creative here!

Identify expenses and get estimates on cost or ask for donations. Determine the estimated profit. **Will the result be worth the effort?** Are your expectations realistic?

NOTE: Be sure to recognize your contributors as much as possible.

6. **PREPARE A TIME LINE:**

List all jobs and the date by which they will need to be completed. Allow extra time for the unexpected!

7. **ASSIGN THE WORKLOAD:**

Form subcommittees for each major task area of your event. Subcommittee chairmen should keep in close contact with the Event Chairman and meet collectively at regular intervals to discuss progress and solve any problems which may have arisen.

Typical areas for subcommittee responsibility might be: Finance, Publicity, Location, Entertainment, Decorations, Refreshments, Prizes/Merchandise.

(While each of the preceding is important, **promotion and publicity** is crucial to the event's success and needs to be carefully planned and orchestrated.)

Page Three
Fundraising for the Short Stay Unit

8. **"THE DAY OF":**

Conduct last minute checks. Relax and enjoy the success of a well-planned event in support of the Children's Hospital at Chedoke McMaster!

9. **IMMEDIATELY FOLLOWING THE EVENT:**

Write letters of thanks to all involved; arrange for follow-up publicity; finalize financial details.

THANKS FOR MAKING A SHORT STAY HAPPEN!

THE CHILDREN'S HOSPITAL AT CHEDOKE-McMASTER

S P E C I A L E V E N T S U G G E S T I O N S

A. SPORTS EVENTS

1. Golf Tournament, Hole-in-One Contest
2. Tennis or Racquetball Tournament
3. Baseball or Softball Tournament
4. Bowling Tournament, Bowl-a-thon
5. Basketball Tournament, Street Ball Tournament
6. Swimming Meet, Swim-a-thon
7. Bike Racing, Bike-a-thon
8. 10-K Run, Walk-a-thon
9. Triathalon or Pentathalon (series of feats)
10. Oldtimer's Baseball or Basketball Game
11. Karate or Judo Tournament
12. Aerob-a-thon, Dance-a-thon
13. Mayor's Walk for Kids
14. Child Run
15. Waiters' Race

B. SOCIAL EVENTS

1. Progressive Dinner, Garden Party
2. Home and Garden Tour
3. Celebrity Roast
4. Bus Tour, Train Ride
5. Barbecue or Fish Fry
6. Wine and Cheese Tasting
7. Fashion Shows (children's, bridal, seasonal, etc.)
8. Dinner Parties, Suppers (chili, spaghetti, etc.)
9. Pancake Breakfast, Salad Luncheon
10. River Boat Party (rent an excursion boat)
11. Card Party or Dominoes
12. Bridge Tournament
13. Lobster Lunch

C. ENTERTAINMENT EVENTS

1. Movie Premiere, Film Preview
2. Concert (band, symphony or chorus)
3. Seminars, Celebrated Speakers
4. Amateur Talent Show, Magic Show
5. Kiddie Carnival or Circus
6. Art Contest or Showing
7. Children's Pageant, Pretty Baby Contest
8. Dinner Theatre, Play, Puppet Show, Children's Theatre
9. Tour of Homes, Cocktail Party
10. Antique Car show
11. Beauty Pageant, Senior Citizen Pageant
12. Horse Show, Dog Show

Special Event Suggestions

D. SALES/AUCTIONS

1. Chinese Auction
2. Silent or Live Auction (donated items)
3. Radio or TV Auction
4. White Elephant Sale
5. Home Baked Goods Sale
6. Christmas Cards, Valentines Sales
7. Candy, Novelty Items
8. Coupon Books
9. Garage, Rummage Sale
10. Cookbooks, Photo Albums
11. Cowboy Auction
12. Book Market

E. GAMES/CONTESTS

1. Scavenger Hunt, Treasure Hunt
2. Polaroid Party
3. Square Dance Hoedown
4. Bed Race
5. Cooking Contest, Chili or Barbecue Cook-Off
6. Monopoly Tournament
7. Trivial Pursuit Tournament
8. Police/Firemen's Olympics
9. Stock Market Game
10. Halloween Carnival
11. Growling Contest
12. Bessie's Bingo
13. Lipsync Contest



Children's Miracle Network

A SPECIAL INVITATION

TO MAKE MIRACLES HAPPEN

The Children's Miracle Network specializes in miracles - seeing a child survive major surgery, overcome traumatic experiences or accidents, beat a deadly illness and live a better life.

It is also a way for you to help the children in your area by supporting your local hospital for children. It is the only telethon that allows participating hospitals to retain 100% of all revenues raised in your area.

The Children's Miracle Network Telethon is the most visible example of marketing making miracles for kids. The 21 hour Telethon is broadcast internationally to more than 200 television markets the first weekend in June.

The show airs live from Disneyland where hosts Marie Osmond and John Schneider, and co-hosts Marilyn McCoo and Merlin Olsen and Mary Hart, team up with other world-class celebrities, miracle children and corporate sponsors to celebrate the miracles made possible by hospitals for children throughout the world. It is also a time to acknowledge and honor the tremendous support provided by corporations through cause marketing programs and fund raising special events.

The children's Miracle Network Telethon gives companies greater incentives to make giving a part of their business plans. The most exciting new arena for support is through "cause marketing" and the Children's Miracle Network seeks promotions with sponsors to benefit participating hospitals. The Children's Miracle Network Telethon, both locally and nationally, is offered to companies as "a promotional event tie-in opportunity" as opposed to just "another worthy cause".

The results have been outstanding, with major corporations choosing to become involved. Companies such as The Bank of Montreal, Dairy Queen, Consumers Distributing, Black's Photo Corporation, Kimberly-Clark and Kraft/General Foods have developed successful consumer promotions that help sell more product and at the same time help hospitalized kids.



Children's Miracle Network

NATIONAL SPONSOR LIST

NATIONAL SPONSORS

A.H. ROBINS
AMERICAN CYANAMID
SHULTON, INC.
AMOCO OIL COMPANY
CLOROX COMPANY
EVEREADY BATTERY COMPANY
G.T.E. SYLVANIA
HEINZ U.S.A.
HERSHEY CHOCOLATE U.S.A.
INTERNATIONAL DAIRY QUEEN
JOHNSON & JOHNSON
KIMBERLY-CLARK CORPORATION
KIWANIS INTERNATIONAL
KRAFT/GENERAL FOODS GROUP
LA PETITE ACADEMY
MARRIOTT CORPORATION
MCLANE COMPANY
OLAN MILLS
PHOTO MARKETING ASSOCIATION
PHI MU FRATERNITY
THE WALT DISNEY COMPANY
3M CORPORATION
WAL-MART STORES, INC.

CANADIAN SPONSORS

A.H. ROBINS
BANK OF MONTREAL
BLACK'S PHOTOGRAPHY
CONSUMERS DISTRIBUTING
DAIRY QUEEN OF CANADA
HERSHEY CANADA
H.J. HEINZ CO. OF CANADA
KIMBERLY-CLARK OF CANADA
KRAFT/GENERAL FOODS
LAURA SECORD
PHOTO MARKETING ASSOCIATION
RALSTON-PURINA CANADA
STONEBRIDGE FARMS
SUNKIST GROWERS, INC.
UPSA CANADA, INC.

UNDERWRITING SPONSORS

BIG RED, INC.
ECKERD DRUG COMPANY
GENENTECH
TROPICAL SNO
UNITED VAN LINES
YOUR OPINION COUNTS



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Children's Miracle Network

BACKGROUNDER

Children's Miracle Network

In 1983, the Children's Miracle Network (CMN) was established to generate funds and awareness programs for the benefit of children served by its member hospitals. This little-known charity soon became the most successful telethon ever.

From humble beginnings - 30 TV stations, 22 hospitals for children and a telethon total of \$4.7 million - the Children's Miracle Network Telethon has become the largest annual television fund raiser. In 1989, the telethon helped raise a record \$77 million.

The now-familiar CMN balloon soars with 160 hospitals in the United States and Canada. These hospitals represent the leading pediatric facilities in the world and are the primary source of health care for children in their communities.

Annually, these hospitals join together in a live telethon from Disneyland and Walt Disney World. This broadcast gives viewers the opportunity to contribute directly to their local CMN member hospital. Unique among telethons, 100 percent of the contributions remain in the community to help hospitalized children. This formula for success has helped the telethon raise a staggering \$247 million in seven years.

The Children's Miracle Network Telethon is broadcast the first weekend following the U.S. Memorial Day holiday each year. On June 2 - 3, the 1990 telethon will again be seen on 180 television stations. The 21-hour broadcast features CMN co-founders and hosts, Marie Osmond and John Schneider. Co-hosts include Merlin Olsen, Marilyn McCoo and Mary Hart. Bob Hope serves as honorary chairman of the board of trustees and will appear on the show along with many television, recording, movie and sports personalities.

#

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Dr. B. Paes 521-6039

Dr. S. Saigal 6959

Dr. B. Schmidt 6985

Dr. J. Sinclair 5611

Dr. J. Watts 5607

Dr. R. Whyte 6648

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PHARMACOLOGY

Dr. S. MacLeod 84-2956

REHABILITATION

Dr. K. Smith 7045

RHEUMATOLOGY

Dr. P. Dent 5605

UROLOGY

Dr. J. DeMaria 521-0051

Children's Hospital

at Chedoke-McMaster

Box 2000, Station 'A', Hamilton, Ontario L8N 3Z5 (416) 521-2100

FACT SHEET

- * The addition of 12 cancer beds brings to 118 the number of beds at the Children's Hospital for pediatric patients. This includes 33 neonatal intensive care and 24 normal newborn bassinets.
- * More than 4,200 children (excluding newborns) received inpatient treatment at the Children's Hospital last year (April 1, 1989 - March 31, 1990).
- * The high occupancy rate of the hospital's pediatric wards ranged from 86 percent to 92 percent in 1989/90.
- * A total of 27,800 pediatric clinic visits were made to the McMaster University Medical Centre last year.
- * The number of visits to the Child and Family Centre at Chedoke was nearly 15,000, with 65 percent of those visits being made to the Children's Developmental Rehabilitation Program.
- * Nearly \$8.5 million in pediatric research funding has been awarded to the Children's Hospital and McMaster University in the past five years.
- * The Children's Hospital serves a population base of 1.8 million people in central west Ontario - an area bounded by Oakville, Niagara Falls, Kitchener-Waterloo and Tobermory.
- * The hospital opened the Children's Exercise and Nutrition Centre at the Chedoke site in 1983. This became the first facility in the world to use exercise and nutritional assessment for diagnosis and treatment of children.
- * The hospital's Neonatal Intensive Care Unit is internationally recognized for the care of premature and critically ill newborns.
- * In 1985, the world's smallest baby to survive (birth weight - 12 3/4 ounces or 360 grams) was born and cared for at the Children's Hospital's Neonatal Unit.
- * A unique Pediatric Emergency Referral Clinic was established at the McMaster University Medical Centre in 1985. From 5:00 p.m. to 10:00 p.m., Monday to Friday - the peak time for children's emergencies - emergency or family physicians can refer sick children to a pediatric specialist for emergency care.
- * In September, 1988, the hospital, with the support of the Hamilton-Wentworth District Health Council, officially designated its pediatric services under the title "The Children's Hospital at Chedoke-McMaster", to recognize the specialty services provided to children in central west Ontario.

Chedoke-McMaster Hospitals

Affiliated with the
Faculty of Health Sciences, McMaster University

facts and figures

a quick guide for staff, visitors and patients

who we are

Chedoke-McMaster Hospitals is a large teaching hospital serving Hamilton-Wentworth and the referral region of central west Ontario - an area that includes 1.8 million people.

Chedoke-McMaster is one hospital on two sites: Chedoke Hospital on Sanatorium Road and the McMaster University Medical Centre on Main Street West. The mailing address is 1200 Main Street West, Hamilton, Ontario, L8N 3Z5.

Our specialties include:

Chedoke site:

- special rehabilitation in areas such as acquired brain injury and spinal cord injury
- health services for the elderly
- long-term care of the young disabled
- the Child and Family Centre — outpatient programs dealing with developmental pediatrics and child psychiatry

McMaster University Medical Centre (MUMC) site:

- maternal newborn, including high risk obstetrics and neonatal intensive care
- acute care services for adults
- acute care services for pediatrics designated as the Children's Hospital
- women's health
- psychiatry

Because it is a teaching hospital, Chedoke-McMaster Hospitals is a location for research and education. Students in a variety of health disciplines work in the hospital every day.

our history

Chedoke Hospital got its start as a tuberculosis sanatorium, with the first patients and staff located in two tents on the mountain brow site in 1906. Construction soon got underway to build what would become the largest TB sanatorium in the British Commonwealth. At its peak, "The San," as it was known, had almost 800 beds. As the incidence of TB in southern Canada dropped steadily throughout the 1950s, Chedoke's focus gradually shifted to general hospital care.

McMaster University Medical Centre (MUMC) opened in 1972 as a specialty, tertiary care teaching hospital. It was designed by architect Eberhard Zeidler. Mr. Zeidler also designed Ontario Place and the Toronto Eaton Centre.

Chedoke Hospital and MUMC amalgamated in 1979 to form Chedoke-McMaster Hospitals. The vast majority of departments and services are amalgamated under one corporate director for both sites. The amalgamation reduced duplication of service and strengthened areas of special expertise. The distance between the two sites is seven miles or 12 kilometres; the referral area is bordered by Fort Erie, Brantford, Mount Forest and Oakville.



statistics as of September, 1992

beds in service: 623

Chedoke: 244

MUMC: 379

critical care	15
surgery	80
medicine	53
health services for the elderly	111
rehabilitation	83
long-term care	95
pediatric	54
psychiatry	24
child and family centre	10
maternal newborn	91
women's health	7

operating budget \$180,730,000

miscellaneous

of clinics 118

Chedoke size 203 acres

MUMC size 27 acres

meals served annually

patients: 628,830

cafeteria patrons 1.25 million

annual admits/visits/procedures

admissions	16,500
clinic visits	300,000
emergency visits	61,000
operating room procedures	10,299

staff - full and part-time: 4871

Chedoke: 1906

MUMC: 2965

physicians 1065

(active, associate, senior staff: 339)

volunteers 1250

nurses 1062

professional services

(PT, OT, social work, etc.) 485

laboratory medicine 331

nutrition services 178

housekeeping 266



Children's Miracle Network

CHILDREN'S MIRACLE NETWORK TELETHON (CMNT) FACT SHEET

GENERAL

- * The mission of Children's Miracle Network (CMN) is to generate funds and awareness programs for the benefit of children served by its member hospitals.
- * Children's Miracle Network Telethon is the largest annual telethon in existence today.
- * In seven years, CMN has raised \$247 million for hospitals serving children, more than \$77 million from 1989 efforts alone.
- * All monies raised through the telethon stay in the community to benefit the local participating hospital.
- * Celebrities involved with CMN are:

Bob Hope--Honorary Chairman of the Board of Trustees
Marie Osmond--Co-Founder, Co-Chairman and Host
John Schneider--Co-Founder, Co-Chairman and Host
Merlin Olsen--Co-host
Marilyn McCoo--Co-host
Mary Hart--Co-host
Rich Little--Canadian Chairman
Jim McMahon--Sports Chairman
Malcolm-Jamal Warner--Youth Chairman
Todd Christensen--Ambassador-At-Large

* Participation level and growth totals:

	1983	1984	1985	1986	1987	1988	1989
\$'s raised: (in millions)	4.7	12	22.6	31	40.5	59	77.3
Hospitals:	22	69	115	131	151	160	160
TV Stations:	30	90	141	162	170	170	180

1990 TELETHON

- * The 21-hour show will be aired live from Disneyland and Walt Disney World from 9 p.m. (EST), June 2 through 6 p.m., June 3.
- * This year's Telethon will benefit 160 hospitals for children and will be carried by more than 180 television stations in the U.S. and Canada.
- * Many television, recording, movie and sports personalities will appear on the show. All of the celebrities donate their time and talent to CMNT.
- * Featured CMN celebrities include:

Alabama
Todd Christensen
Club Nouvea
Commodores
David Copperfield
Bill Cosby
Cathy Lee Crosby
Billy Davis, Jr.
Sammy Davis, Jr.
Disney characters
Gloria Estefan &
Miami Sound Machine
Mick Fleetwood
Debbie Gibson
Glass Tiger
Robert Goulet
Lee Greenwood
Mary Hart
Bob Hope

The Jets
Jayne Kennedy
Carol Lawrence
The Lettermen
Rich Little
Kenny Loggins
Mack and Jamie
Louise Mandrell
Dean Martin
Marilyn McCoo
McGuire Sisters
Jim McMahon
Glenn Medeiros
Mickey Mouse
Juice Newton
Wayne Newton
Oak Ridge Boys
Merlin Olsen
Tony Orlando

Donny Osmond
Jimmy Osmond
Marie Osmond
Osmond Boys
Osmond Brothers
Ray Parker, Jr.
Sandi Patti
Lou Rawls
John Schneider
Dan Seals
T.G. Sheppard
Ricky Skaggs
Solid Gold Dancers
B. J. Thomas
Wang Chung
Malcolm-Jamal Warner

Children's Hospital

at Chedoke-McMaster

Box 2000, Station 'A', Hamilton, Ontario L8N 3Z5 (416) 521-2100

APPLICATION FORM FOR SPECIAL EVENTS/PROMOTION TO BENEFIT THE CHILDREN'S HOSPITAL AT CHEDOKE-McMASTER

If your organization wishes to sponsor a special event or promotional activity to benefit the Children's Hospital, please complete the following form, and return it to the Children's Hospital.

SPONSORING ORGANIZATION _____

CONTACT _____ TITLE _____

ADDRESS _____

POSTAL CODE _____ TELEPHONE _____ FAX _____

General Information

Please briefly describe the proposed special event or promotion, i.e. location, cost to participants, etc.

Date event or activity will begin _____

and end _____

Target group (i.e. general public, store customers, etc.):

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McMASTER

Pediatric Emergency Referral Clinic (PERC) (1700-2200h) 5055
 Suspect Child Abuse and Neglect Services.(SCAN) 5622
 Ambulatory Clinic Appointments 5011
 Admitting - In-patient Bookings 5100

CHEDOKE

Child and Family Developmental and Psychiatric Intake 7950
 Exercise and Nutrition Centre 7615
 Cleft Lip and Palate Program 7210
 Dental Clinic for Disabled Children 4197

ADOLESCENT HEALTH

Dr. L. Grant 6253

ALLERGY/IMMUNOLOGY

Dr. P. Dent 5605
 Dr. J. Dolovich 5644
 Dr. W. Wilson 5617

APNEA

Dr. C. Malcolmson 5639

CARDIOLOGY

Dr. C. Way 5635
 Dr. S. Turner-Gomes 5635

DEVELOPMENTAL PEDIATRICS

(Child and Family Centre)
 Dr. D. Cadman 84-4087
 Dr. W. Mahoney 7605
 Dr. P. Newberry 7207
 Dr. J. Richards 7211
 Dr. P. Rosenbaum 7212

ENDOCRINOLOGY

Dr. A. MacMillan 5622
 Dr. J. VanderMeulen 6648

EXERCISE

Dr. O. Bar-Or 7615

GASTROENTEROLOGY

Dr. R. Issenman 5637

GENERAL PEDIATRICS

Dr. K. Finkel 5622
 Dr. J. Jacobs 5617
 Dr. A. MacMillan 5622
 Dr. C. Malcolmson 5639
 Dr. W. Wilson 5617
 Dr. R. Parker 6206

GENERAL SURGERY

Dr. G. Lau 529-5732
 Dr. J. Langer 5231
 Dr. A. Winthrop 5231

GENETICS

Dr. P. Chang 84-2278
 Dr. D. Tomkins 84-2748
 Dr. D. Whelan 84-2610

HEMATOLOGY/ONCOLOGY

Dr. M. Andrew 5627
 Dr. R. Barr 5625
 Dr. M. Pai 6617

HEMOPHILIA

Dr. M. Pai 5640

INTENSIVE CARE/TRAUMA

Dr. C. Malcolmson 5639
 Dr. J. Venturelli 5630

NEONATOLOGY

Dr. M. Marrin 6648
 Dr. B. Paes 521-6039
 Dr. S. Saigal 6959
 Dr. B. Schmidt 6985
 Dr. J. Sinclair 5611
 Dr. J. Watts 5607
 Dr. R. Whyte 6648

NEPHROLOGY

Dr. B. Steele 5617

NEUROLOGY

Dr. S. Levin 6671
 Dr. N. Morris 525-5262

NUTRITION

Dr. S. Atkinson 5644
 Dr. R. Hanning 5626

NEUROSURGERY

Dr. R. Hollenberg 5235

ORTHOPEDICS

Dr. J. Mah 575-3600
 Dr. R. Martin 5269
 Dr. G. Viviani 5225

OPHTHALMOLOGY

Dr. P. Harvey 6662

PHARMACOLOGY

Dr. S. MacLeod 84-2956

REHABILITATION

Dr. K. Smith 7045

RHEUMATOLOGY

Dr. P. Dent 5605

UROLOGY

Dr. J. DeMaria 521-0051

Public Relations

1. Please describe proposed publicity for special event.

2. Would your organization use the name and logo of the Children's Hospital in your printed materials?

YES

NO

Financial Information

- * Estimated income from special event \$ _____
- * Estimated donation to the Children's Hospital \$ _____
- * Donation receipt should be made out in the name of:

Request for Support

The Development Office would be pleased to offer support and assistance.

What support/assistance do you anticipate from the Hospital?

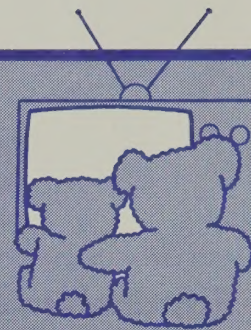
- _____ Printed material relating to the Hospital
- _____ Camera-ready copy of logo
- _____ Tour of the Children's Hospital (Date: _____)
- _____ Public relations support

If you have any questions concerning this application, please contact the Development Office at (416) 521-2100, extension 5977.

Signed _____ Date _____

Position _____

Tele Talk



Children's Hospital at Chedoke-McMaster • Chedoke-McMaster Hospitals Foundation

Be A Partner In A Miracle

For the first time, the Children's Hospital at Chedoke-McMaster will be participating in the Children's Miracle Network Telethon with The Hospital for Sick Children Foundation on CFTO-TV June 2nd and 3rd.

The Making Of A Short Stay Story

Short stay procedures and treatment at the Children's Hospital are provided in two areas - in our 3F Pediatric Clinic and in a temporary short stay site on the second floor. In 1988-89, we saw over 2,000 short stay visits; a 15% increase over the previous year.

A new, larger, better-located Short Stay Unit is planned to be built adjacent to a redesigned Emergency Department. In the daytime, it will act as a state-of-the-art short stay facility and serve as an overnight observation unit.

The 1,400 square foot area will be designed especially for children - a welcoming, comforting environment. Adjacent to Emergency means earlier treatment that will often make admission to the hospital unnecessary.

In more ways than one, this new facility will further develop the partnership between the patient's family and our nursing and medical professional. To make these plans reality, we need to raise \$200,000, and by being **A Partner In The Children's Miracle Network Telethon**, we can make this happen.

Children's Hospital Fun Raising

As well as raising funds for short stay, we also plan to raise a little fun. It's a way to get all hospital staff involved and to pass the message on to the community. Be **A Partner In A Miracle** and Pledge to the Children's Hospital.

It all will start when mysterious little stickers will appear to carry the symbol around the hospital and even into the streets.

Then, in the countdown days of May, staff from various departments will be encouraged to try and outdo each other in fun raising.

Telethon Number 521-2100 Ext. 5977

The finale is Blast Off Day scheduled for Wednesday, May 31. Hamilton celebrities will kick off with a Teddy Bear picnic, scheduled for lunchtime in the hospital's cafeteria.

Our Fundraising Stars

Many corporate sponsors help support our telethon with fundraising events, promotions and donations.

Black's Photo Corporation runs film and processing promotions during the month of May.

Consumers Distributing held a dinner and auction in November in Toronto, and the sales of their Nikki Bears during Christmas generates \$1.00 per bear for the Children's Miracle Network Telethon.

Dairy Queen promotions revolve around the "Blizzard Flavour Treat" and a "Dairy Queen" swatch-type watch.

Miracle Mart Stores organize events with their employees for the Children's Miracle Network Telethon.

The Photo Marketing Association will run a promotion during May, which is national photo month. Support your local independent photo company!

Look Who's Helping Out

We are so pleased that many people want to help the telethon, help the Children's Hospital and become A Partner In A Miracle.

A&P, Miracle Mart, Longos, and Fortinos will be inserting our flyers in grocery bags during the week prior to the telethon inviting the community to become **A Partner In A Miracle** and pledge to the Children's Hospital.

Schools in Burlington and Hamilton will be raising some fun as well as funds for the Children's Hospital.

Judy Smith, Community Affairs Chairman, Branch 58, Royal Canadian Legion, will be assisting us with distribution of posters.

Want to help?

If you would like to help or become involved with the telethon, please contact the Foundation Office. **Phone: 521-2100 Ext. 5977.**

PEDIATRIC SPECIALISTS

The 49 physicians and surgeons at the Children's Hospital at Chedoke-McMaster are specialists in patient care, research and education in one or more of the following areas:

Adolescent Health

Allergy/Immunology

Apnea

Cardiology

Child Abuse

Developmental Pediatrics

Gastroenterology

General Pediatrics

General Surgery

Genetics

Hematology/Oncology

Hemophilia

Intensive Care/Trauma

Neonatology

Nephrology

Neurology

Nutrition

Ophthalmology

Orthopedics

Pharmacology

Rheumatology

Urology

Be a partner in a miracle



*Pledge to
Watch on*

Children's Hospital
at Chedoke-McMaster

CFTO-TV, Sick Kids Telethon JUNE 2&3

PLEDGE HAMILTON 525-6800

This Pledge/Gift is from:

Name: _____

Address: _____

Telephone: _____ Cheque Enclosed ☐

I wish to donate: \$15 ☐ \$25 ☐ \$50 ☐ \$100 ☐ other _____

We will receipt all donations of \$15.00 or more. Charitable Registration Number: 04-69452-13-14

My gift may be put on:

Visa ☐

MasterCard ☐

Card Number: _____

Validation date: _____

Expiry Date: _____

Signature: _____

Thank you for your support

Please make cheque payable to
Chedoke-McMaster Hospitals Foundation.
Box 2000, Station A.
1200 Main Street West,
Hamilton, Ontario, L8N 3Z8

FACTS

Did you know about?

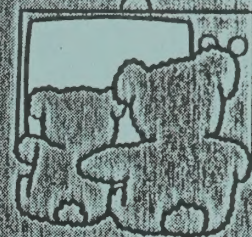
Children's Hospital at Chedoke-McMaster

- ◆ The Children's Hospital is raising \$200,000 for a newly designed **Short Stay Unit** especially for children. It will create a warm and comforting environment during Short Stay procedures and treatments.
- ◆ In September 1988 the Hospital designated its pediatric services under the title "The Children's Hospital at Chedoke-McMaster." It has 118 beds.
- ◆ More than 4,200 children received **inpatient** treatment in 1989.
- ◆ A total of 27,000 pediatric **clinic visits** were made to the Children's Hospital at Chedoke McMaster.
- ◆ A pediatric **emergency referral** clinic was established at the Children's Hospital. During peak times from 5:00 - 10:00, Monday to Friday, emergency or family physicians can refer sick children to a pediatric specialist for emergency care.
- ◆ The Children's Hospital has gained an **international reputation** as a leader in out of hospital health care programs.

Chedoke-McMaster Hospitals Foundation

Box 2000, Station A
1200 Main Street West,
Hamilton, Ontario, L8N 3Z8

Tele Talk



Children's Hospital at Chedoke-McMaster • Chedoke-McMaster Hospitals Foundation

May 11, 1990

Dear Librarian:

Thank you for the opportunity to contact you regarding the participation of the Children's Hospital at Chedoke-McMaster in the Hospital for Sick Children's Foundation Telethon June 2nd and 3rd.

We are very excited about this opportunity as it gives the Children's Hospital the chance to raise awareness about its specialties and programs which are available to the children and their families in this area.

The Children's Hospital and Hamilton will be highlighted at two specific times during the telethon - June 2nd from 9:30 - 10:00 and June 3rd from 4:50 - 5:00 p.m.

We would greatly appreciate you displaying the enclosed flyers and posters, encouraging members of the community to become involved. It would be great if a display of children's books could also be available during the week of May 28th - June 2nd.

On behalf of the Children's Hospital we would like to thank you for your assistance with this project.

If you have any questions or require additional flyers, please do not hesitate to call me.

Yours truly,

M. Salter-Bimm

Michelle Salter-Bimm
Community Co-Ordinator

MIRACLE NETWORK TELETHON

SCHEDULED FOR JUNE 2nd AND 3rd
TO ASSIST THE CHILDREN'S HOSPITAL AND SHORT STAY UNIT

The Children's Hospital at Chedoke-McMaster is excited to participate for the first time in The Hospital for Sick Children's Annual Miracle Network Telethon which will be telecast on June 2nd and 3rd on CFTO, Toronto.

Monies raised through this year's telethon efforts will go towards the proposed Short Stay Unit. Currently, short stay procedures and treatment occur in the Children's Hospital Pediatric Clinic and in a temporary Short Stay site on the second floor of the hospital. In 1988-89, over 2,000 short stay visits occurred - a 15 percent increase over 1987.

A new and integrated Short Stay is planned to be built adjacent to the redesigned Emergency Department. In the daytime, it will act as a site of the Short Stay facility and then serve as an overnight observation unit.

This new 1,700 square foot area will be designed especially for children to create a warm and comforting environment. It will increase the ability of the medical staff to observe and treat children in a more effective manner and, most importantly, will further develop the partnership between patients, family and our nursing and medical professionals.

CTV's Lloyd Robertson and Liz Grogan will, once again, be the primary hosts for the 24-hour telethon.

Hamilton will be featured at 9:30 - 10:00 p.m. on June 2nd, and at 4:30 - 5:00 p.m. on June 3rd.

Special hosts and Hamilton celebrities will be part of these exciting highlights.

To make the Short Stay Unit a reality, we need to raise \$200,000. Dr. Peter Dent, Head of Section, Pediatrics, believes that with the generous help of the many volunteers and friends like you, we can make it happen.

For More Information, contact:

Children's Hospital Foundation Office

(416) 521-2100, extension 5977

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